



KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS

Department of Marketing and Professional Sales

MARKETING AND PROFESSIONAL SALES

NEWSLETTER

Welcoming the Executive Advisory Board Members:

Kristin Bitter VP Industry Affairs at Coca-Cola Company

Mark Fogas EVP Publicist Communications

Dan Hennessey Former CCO for Molson Coors

Brad Kehm Director IMC at Nike

Tim Lamb VP of Marketing at PRGX Global

Skip Meyer Sales Director at Sodastream

Brad Taylor Former VP National Accounts at Coca-Cola

President of TaylorBuiltBrands & Marketing Instructor at KSU

Harry Vardis Adjunct Faculty at KSU and Emory University

Michele Velcheck CEO of Solid Source Real Estate

Moira Vetter President of ModoModo Agency

Carl Zaglin President and Finance Executive of Atlanco Inc.

Dan Hennessey has served as a Chief Commercial Officer, CMO, Marketing VP, Marketing Executive, and sales VP in his past positions.

Brad Kehm is a KSU Alum and is currently the Integrated Marketplace Director for Nike Kids

Tim Lamb is a member of the American Marketing Association - Atlanta Chapter



DIGITAL MARKETING COMPETITION

CONGRATULATIONS! to Laura Stallings, Lenny Jiminez, & Amber Griffin on winning 1st place in the Amazon Advertising Case at Morehouse's Marketing Conclave.

Also a big THANK YOU to Prof. Tyra Burton for accompanying these wonderful women on their win!

KSU Ph.D. 2nd year student, **Jen Riley**, has recently received acceptance for her solo-authored journal article, "Sustaining Customer Engagement through Social Media Brand Communities." The article will be published in the Journal of Global Scholars of Marketing Science (JGSMS) later this year!



RESULTS: NCSC GOES VIRTUAL

The 22nd Annual NCSC was wrapped up on March 30th with great success. With just over two weeks notice this event went virtual. Congratulations to KSU for coming in at First Place of the University Teams Top Ten and Michael Smoak, our individual student competitor, coming in at 3rd place! Thanks for another great competition and Congratulations to everyone! For more information on the results of this event, go to www.ncsc-ksu.org

Mark Fogas and Kristin Bitter shared their words and inspiration with KSU Coles College students in Brad Taylor's Intro to Marketing class.

Mark Fogas has been recognized as Atlanta's 500: City's Most Powerful Leaders.

Kristin Bitter featured in the #BestofRest campaign for the National Restaurant Association Show 2020.

Students interested in sales careers or jobs will need to register for the Virtual NCSC Career Fair. Tuesday, March 31 - 9:00am - 3:00pm. Next go to www.CareerEco.com and search for the National Collegiate Sales Competition Virtual Career Fair. We have some great companies from across the U.S. that are interested in hiring for internships and full-time positions. Please send out information to your classes. This will be of great help to us! Thank you for considering.



Staff Editors

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